



**Non-Profit  
Organization**



## Annual Report

Report on the work  
of Non-Profit Charitable  
Organization Health & Help  
for 2020



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This report features the photography by Anastasia Supryaga, Elena Vlasova, Elizaveta Deryugina, Irina Sidorenko, Maria Popova, Olga Markova.





### **A Letter From Karina Basharova**

co-founder and PR director  
at Health & Help

**Dear friends!**

2020 has been a time of change for all of us. No one ever expected the circumstances that would upend our daily lives. We are no exception and the pandemic has forced us to make adjustments to our project's work. We are grateful to you for staying with us during these hard times.

Despite being unable to restock our medical supplies for a long period of time, and volunteers being unable to travel to and from Guatemala and Nicaragua, we made it through. While there were many financial and logistic difficulties, we kept working, often remaining the only source of medical help for thousands of patients.

Moving on from the lows of the past year, we can say with certainty that 2020 was a breakthrough in establishing our online team. We focused on organizing and structuring our internal processes and developing human potential, and have entered the new year with an expanded team of talented volunteers and employees.

**Thank you for believing in us  
and continuing to support our work!**





## Goals and Missions of the Project

Health & Help assists people in places where it is difficult or impossible to access basic medical care.

We do this through the effort and resources put forth by volunteers and donors. We improve by helping others.

### 1 What do we do?

- Provide access to basic medical services and prescriptions.
- Hold educational lectures about health and ways to prevent illness in the future.
- Prepare volunteers for their time on site at the clinics, as well as help all employees learn and grow.
- Provide medical students with the opportunity to get hands-on experience under the guidance of skilled doctors.
- Develop and implement medical programs on a continuous basis.

### 2 For whom?

- For underprotected and discriminated groups within the population.
- For those who cannot pay for treatment or buy medications because it is too expensive or simply not available.
- For socially responsible, generous patrons, both private and corporate.
- For everyone who wants to become better versions of themselves by helping others.



### 3 Where?

- In regions with limited resources and developing infrastructure
- In locations where medical care does not exist or is extremely underdeveloped (lacking sufficient personnel, equipment, medicine).

### 4 How?



- About 70 volunteers from all over the world work for the project online. The clinics have up to 20 medical specialists and volunteers in other professions from different countries working 24/7.
- Many generous people and companies from different countries around the world support the project through financial donations, and by providing medications, equipment, and other supplies.





# Project Structure



## Medical Programs

-  Support for patients with type II diabetes
-  Identification of and support for underweight children




## Clinics

-  Patient check-ups
-  Laboratory research
-  Medical procedures
-  Prescription of treatment
-  Dispensation of medications
-  Referrals of emergency patients to large hospitals



## Educational Programs

-  Pregnancy planning and control
-  Personal hygiene and healthy eating



## PR

-  SMM and website
-  Work with media platforms
-  Event hosting

## Fundraising

-  Working with donors
-  Grant writing

## Analytics and Strategy

-  Strategy development
-  Accounting and finances

## HR

-  Search and recruitment of candidates
-  Volunteer preparation
-  Spanish school and tutoring
-  Team development

← **Leveraging of Resources** →



## The Clinic in Guatemala

Due to the worldwide pandemic of 2020, the streamlined processes of Health & Help clinics were put under a lot of pressure. Despite Guatemala being under quarantine, we had a continuous stream of patients. Naturally, we could not turn them away.

Not all volunteers were able to remain in the clinics. Some decided to be with their families to support them through these hard times. It made us value those volunteers who stayed and carried on even more.

**790** patients with diabetes

received help in our clinic in 2020

**33** women

received consultations on family planning and contraception

**61** underweight children

under 16 years old

received vitamin treatment and went through support therapy

**36** future mothers

received consultations and all the required vitamins



"There are large free state hospitals in Guatemala, but very few people are admitted to them. Almost no one has health insurance here, only big companies provide it for their employees in the capital. State hospitals only provide care in case of an emergency or to deliver a baby. Usually, if a person comes in with a headache or back pain, they are turned away. Because of this, the locals are skeptical towards state hos-

pitals. They know that they are likely to be refused, which would mean wasting a lot of money on the journey. Most people can't afford to go to a private clinic either. For example, not many would be willing to pay for a COVID-19 test, which costs around \$80 in a Guatemalan clinic."



**Anna Melnikova**

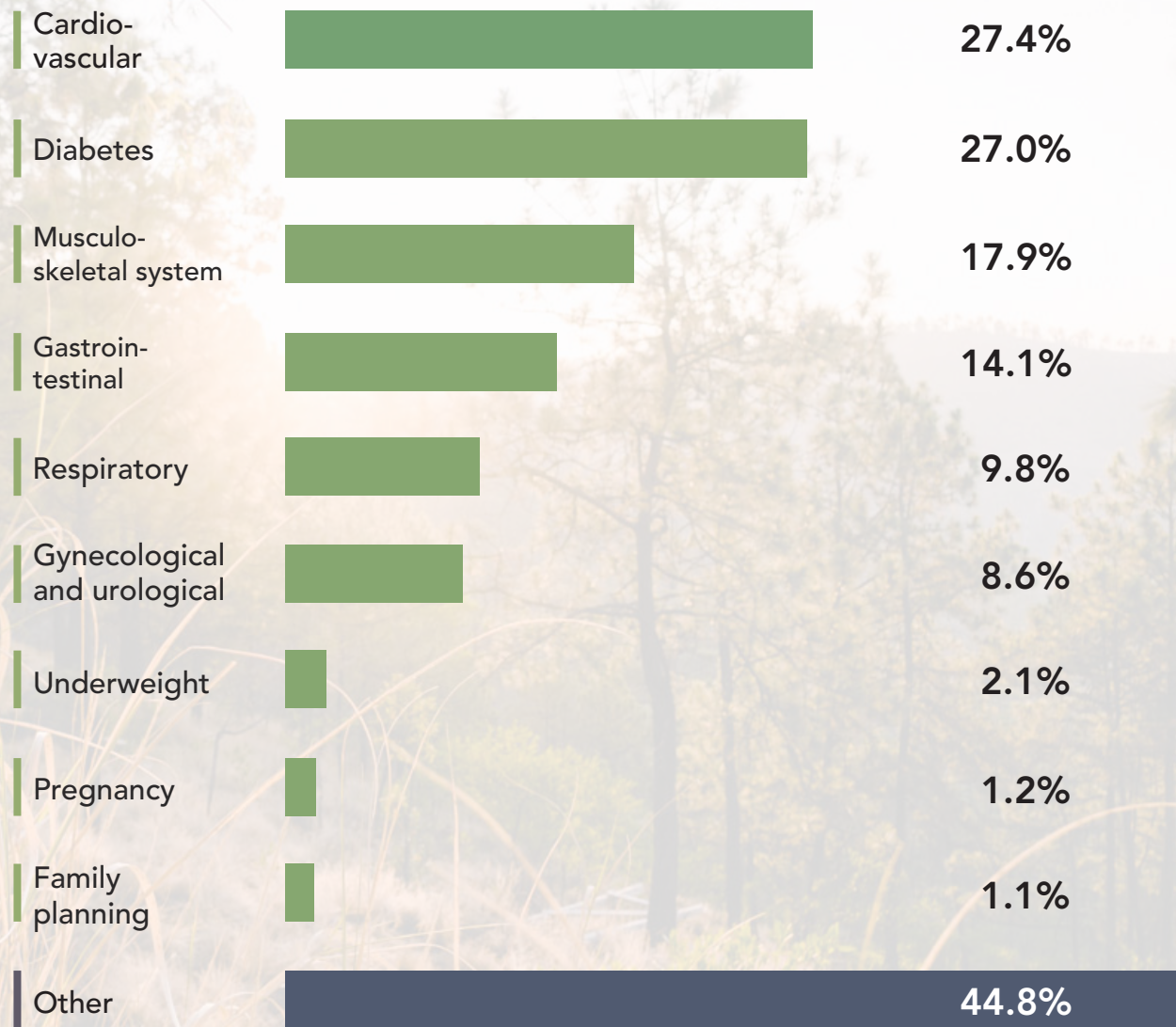
Volunteer Doctor  
at the Guatemala clinic

The Guatemalan Congress continues to cut funding to the social sector. In November 2020, the government has approved a budget for 2021, which sees large cuts to healthcare and education, but increased spending on the upkeep of the Congress office building. Protesters set the building on fire on the day it was announced, and protests did not abate for a whole month.



# Disease and Condition Statistics

One patient can have multiple diseases



"We were recently brought a patient with a neurological pathology — he was paralyzed on one side. It happened because he was first taken to a shaman who gave him some kind of natural injection. As a result, his family brought him to us, and we took him to the hospital to see a neurologist. Of course, I understand why it happens. People need a miracle when there is no one around who can help them. There is a volcano around 100km from us, Cerro Quemado — "scorched mountain". People visit the volcano and pray to it in hopes that they would be rid of incurable diseases. Despite the fact that most locals are Catholics, Evangelists or Mormons, it resembles a magic ritual. I have met people who told me 'I was cured of diabetes, a spirit helped me'. Unfortunately, most of our patients with type II diabetes spend years treating it with natural and herbal remedies. As a result, they often come to us completely decompensated, and we have to put them on an IV drip for several hours."

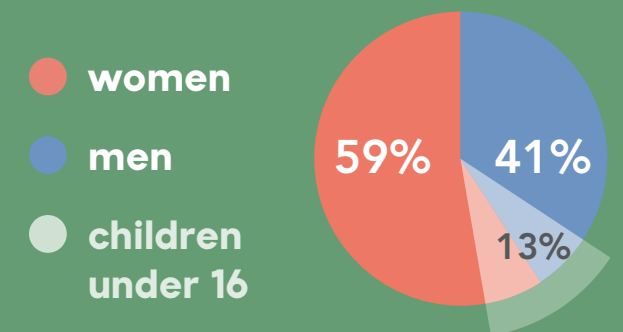


**Anna Melnikova**  
Volunteer Doctor  
at the Guatemala clinic

Normally, we accept all patients, but our work was restricted during the quarantine. For 6 months, we were forced to only accept emergency patients. However, we did not leave our chronic patients. Instead, they were given enough medications to last them 6 months.

## 2 921 patients

were accepted at the clinic in 2020. That is half the amount of 2019. 675 of them sought help for the first time.





## The Clinic in Nicaragua

Most of January and February was spent completing the interior finishes of the building. We also constructed a driveway to allow for better access to the clinic.

We finished construction on the main building and driveway, verified our plans with a topographer, and prepared necessary documents to officially register the clinic as a Nicaraguan entity.

Our doctors continued seeing patients and providing medicine throughout the construction process.

we helped  
patients **313**

During the first  
3.5 months of 2020

In the spring of 2020, our volunteers boarded repatriation flights to head home. The country went into a state of emergency and began quarantine procedures. Our facility manager, Omar Flores, took on all responsibilities for the clinic and the surrounding property by himself. Omar also provided medicine to chronically ill patients who had been prescribed treatment before our doctors left, and took patients to the hospital for emergencies.

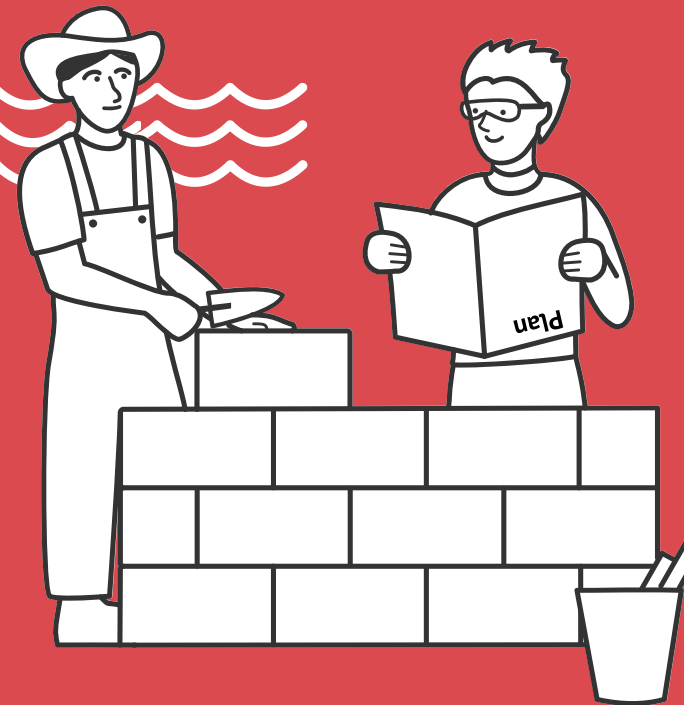
The clinic's resilience was tested as it survived two hurricanes in a row. After one of them, the solar panels failed, and the building was left temporarily without power. Everything worked out but our supply of medicine suffered as the refrigerators were not functioning. Luckily, the solar panels were quickly repaired and we have been slowly replenishing the medical supply.

In December 2020, Katya Espalter became the director of the Nicaraguan clinic, immediately beginning the work of finding volunteers, managing necessary documents, and obtaining a sanitary license.



## Type 2 diabetes

is the most common diagnosis among the patients coming to our clinic from nearby villages. This is unsurprising given the locals' typical diet: plenty of corn patties, beans, fried meat, chips, soda, and very few vegetables..



For this reason, doctors are currently working to educate patients and encourage them to develop a habit of coming back for follow-up visits. That being said, habits formed during childhood will not change overnight.

"Diabetes seems more prevalent in these countries than in ours. The most common diagnoses are respiratory infections despite being in Nicaragua's hot climate, insect bites, and various pains and injuries related to hard physical labor. The second most common is diabetes.

Unlike Guatemala, there is no large ethnic group in Nicaragua that has conserved its traditions in a way that affects their habits and behaviors as far as their health is concerned. However, they put a lot of faith into pills. The sale of medicine is very poorly regulated so it is sold prevalently in many locations. Antibiotics may be sold by the pill, without any consideration for making sure the patient takes this medication over a certain period of time. People buy them, knowing nothing about how they work. Anything at the pharmacy can be bought in individual doses. Many people don't have sufficient money, meaning they only buy one and wait for a magical effect, instead of continuing with the correct dosage over a longer period of time."



**Karina Darbinyan**  
Volunteer Doctor  
at the Nicaragua clinic



## How Did We Get Through COVID-19?

The volunteers, who were in Guatemala until recently, arrived there in March — right at the height of the covid pandemic.

Around that time, an elderly patient was brought to the clinic with symptoms similar to ones caused by coronavirus. He was already in a sopor — in a dazed state with a temperature above 38 degrees Celsius. At the clinic, his blood oxygen has slightly increased and he received an injection with hormones. As a result, his condition improved, but the patient needed to be on a ventilator. Therefore, the volunteers insisted on sending him to the hospital that had the necessary equipment. Except that the relatives refused for religious reasons, explaining: “It’s God’s will — if you can’t help him, the state hospital can’t either,” they said.

The man was taken home, and a couple of hours later, the volunteers learned that he had passed away. The volunteers reported a patient with suspected coronavirus to the local health center — and the clinic was closed for a three-week quarantine.

“A red ribbon was tied around the entire territory of the clinic — and the locals walked around us in the largest radius, as if we were the plague,” the volunteers recall. When the local mayor’s office came to us, they kept a distance of about two meters.”



**Rafael Orlando**

Nurse  
at the Guatemala clinic

**To reopen the clinic,  
the volunteers had  
to negotiate with  
the elders.**



“In addition to the mayor, there are local communities that set their own rules. You can’t influence them in any way — not through the Ministry of Health, nor through the President.

The residents of our village did not have much information or awareness about COVID-19. They found it easier to close the clinic before the end of the coronavirus pandemic. But we understood that the pandemic would not end just like that, and there are a lot of patients in the villages in need of help. The four of us sat down — me, doctors Anna Melnikova and Maria Skoromnikova, and Rafael Orlando, our nurse from Argentina. We brainstormed ways to minimize the risks for patients and set in place effective disinfection procedures. We wrote the plan on a white board, unscrewed it from the wall, and we went to meet with thirty local residents and elders. Our speech had an impact and they allowed us to continue working.”



**Maria Kiseleva**

Clinic Administrator  
in Guatemala

## Volunteers at Our Clinics

There are plenty of vacancies on the project for those who want to join Health & Help at one of the clinics: administrators, facility managers, local coordinators, photographers, videographers, doctors, paramedics, and nurses. All you need is a willingness to learn the language and we have our own Spanish school for that.

"My biggest fear was that I would have nothing to do here. At first, I applied for the position of a facility manager, and my to-do list looked like it would take a couple of days to complete and I'd be left wondering what to do next. In reality, there's always work to do, even if you aren't a medic."



**Maria Kiseleva**

Clinic Administrator  
in Guatemala

Initially, candidates fill in the application form on our website in detail. Those who are successful have an interview with our recruiters and psychologist, as well as an additional case interview. Food and accommodation are free. Medical volunteers, clinic administrators and facility managers who stay for a year or longer have their flights reimbursed. Our project organizers will help each volunteer gather 15kg of humanitarian aid that they must bring with them.

## 26 volunteers from 9 countries

have worked at the project  
clinics in 2020



"We warn our volunteers in advance that everything will be different from what they are used to. Guatemalan villagers deeply respect traditions and trust shamans. Due to lack of education, they may not be able to read, write, count, and could be unaware of basic medical things. During patient visits, our doctors sometimes have to explain why it is important to wash your hands and brush your teeth, why herbal teas aren't a cure-all, and what to do in case of an injury. Sometimes people come to the clinic with wounds filled with coffee grounds or onion husks."



**Anna Melnikova**

Volunteer Doctor  
at the Guatemala clinic

- Guatemala
- Nicaragua
- Portugal
- Russia
- United States

## You can help the project as an online volunteer

The scope of positions is even broader here. We offer roles in PR, SMM, recruitment, analytics, finance, IT, design and many more.



## Health & Help Volunteers of 2020

● Anna Melnikova	Анна Мельникова	Doctor	Russia
● Elina Dasheeva	Элина Дашеева	Doctor	Russia
● Faina Kotova	Faina Kotova	Doctor	USA
● Georgiy Trifonov	Георгий Трифонов	Doctor	Russia
● Karina Darbinyan	Каринэ Дарбинян	Doctor	Russia
● Maria Skoromnikova	Мария Скрамникова	Doctor	Russia
● Nicole Jaramillo	Nicole Jaramillo	Doctor	Ecuador
● Rich Leidinger	Rich Leidinger	Doctor	USA
● Anastasia Batskikh	Анастасия Бацких	Doctor	Russia
● Melie Baptiste	Melie Baptiste	Paramedic	Great Britain
● Marco Antonio Sánchez Müller	Marco Antonio Sanchez Muller	Nurse	Guatemala
● Mélissa Correia	Melissa Correia	Nurse	Portugal
● Rafael Vásquez Montaña	Rafael Vasquez Montano	Nurse	Argentina

● Guatemala clinic	● Nicaragua clinic		
● Ana Beatriz Madeira	Ana Beatriz Madeira	Nutritionist	Portugal
● Elizaveta Shishina	Елизавета Шишина	Architect	Russia
● Michail Shishin	Михаил Шишин	Architect	Russia
● Maria Kiseleva	Мария Кисилева	Clinic Administrator	Russia
● Katia Espalter Calderón	Katia Espalter Calderon	Local Project Coordinator	Nicaragua
● Alexander Pavlov	Александр Павлов	Facility Manager	Russia
● Jordan Dicker	Jordan Dicker	Facility Manager	Australia
● Omar Antonio Flores Campos	Omar Antonio Flores Campos	Facility Manager	Nicaragua
● Sarah Leidinger	Sarah Leidinger	Translator	USA
● Elena Vlasova	Елена Власова	Photographer	Russia
● Mikhail Markov	Михаил Марков	Photographer / Videographer	Russia
● Olga Markova	Ольга Маркова	Photographer	Russia
● Viktoria Grudinskaya	Виктория Грудинская	Photographer	Russia



## Health & Help Volunteers of 2020

Victoria Valikova	Виктория Валикова	Co-founder / Project Development	Russia
Karina Basharova	Карина Башарова	Co-founder / Project Development and PR Director	Russia
Elena Zelenevskaja	Елена Зеленовская	Project Development, Strategy, Finance and Analytics Director	USA
Maria Koshkina	Мария Кошкина	Strategy Consultant	USA
Scott Williamson	Scott Williamson	Official Representative	USA
Eva Williamson	Eva Williamson	Official Representative	USA
Ekaterina Seltikova	Екатерина Сельтикова	Development Officer	France
Nadezhda Bezuevskaja	Надежда Безуевская	Development Assistant	Russia
Maxim Prudnikov	Максим Прудников	Development Assistant	Russia
Anastasia Sentyurova	Анастасия Сентюрова	Financial Accounting Expert	Germany
Alexandra Litkens	Александра Литкенс	HR Director / Translation Coordinator	Russia
Maria Kun	Мария Кун	Volunteer Coordinator / Recruiter	Russia

Daria Zubova	Дарья Зубова	Recruiter	Russia
Alexandra Belyaeva	Александра Беляева	HR Helper	Russia
Karine Darbinyan	Каринэ Дарбинян	Medical Expert	Russia
Margarita Bartashevich	Маргарита Барташевич	Medical Expert	Russia
Margarita Tretjakova	Маргарита Третьякова	Medical Expert	Russia
Tatyana Malkova	Татьяна Малкова	Spanish School Leader / Tutor / Translator	Russia
Tatyana Rusakova	Татьяна Русакова	Tutor / Translator	Russia
Victoria Timohovskaya	Виктория Тимоховская	Tutor	Russia
Uliana Domanova	Ульяна Доманова	PR Helper	Indonesia
Valeria Chyzh	Валерия Чиж	PR Helper	Belarus
Anna Plotnitskaia	Анна Плотницкая	SMM Manager	Belarus
Ephrosinia Kapustina	Ефросиния Капустина	SMM Helper	Russia
Kristina Grishechkina	Кристина Гришечкина	SMM Helper	Russia
Oxana Morgunova	Оксана Моргунова	Website Editor / Copywriting	Russia



## Health & Help Volunteers of 2020

Evgeniya Dolina	Евгения Долина	Copywriting Team Leader	Russia
Ekaterina Korshun	Екатерина Коршун	Copywriting	Croatia
Elena Bondareva	Елена Бондарева	Copywriting	Russia
Elina Kryuchkova	Элина Крючкова	Copywriting	Russia
Elizaveta Kotova	Елизавета Котова	Copywriting	Russia
Maria Skibina	Мария Скибина	Copywriting	Russia
Sofia Koupryakhina	Софья Купряхина	Copywriting	Russia
Victoria Zolotova	Виктория Золотова	Copywriting	Russia
Aigul Nigmatullina	Айгуль Нигматуллина	Translator	Russia
Albina Sharifullina	Альбина Шарифуллина	Translator	USA
Anna Valenkova	Анна Валенкова	Translator	Russia
Ekaterina Petrova	Екатерина Петрова	Translator	Russia

Elena Esakova	Елена Есакова	Translator	Russia
Elizaveta Stek	Елизавета Стек	Translator	Great Britain
Glebs Jevsins	Глеб Евсин	Translator	Great Britain
Hanna Bredstein	Hannah Bredstein	Translator	USA
Julia Pü	Julia Pü	Translator	Brazil
Kristina Luginina	Кристина Лугинина	Translator	Russia
Kristina Pak	Кристина Пак	Translator	Russia
Manuel Alekhandro Bernal	Manuel Alekhandro Bernal	Translator	Russia
Marina Parfenova	Мария Парфёнова	Translator	Guatemala
Natalia Malysheva	Наталья Малышева	Translator	Russia
Natalia Ovchinnikova	Наталья Овчинникова	Translator	Portugal
Natalia Solovyeva	Наталья Соловьёва	Translator	Poland



## Health & Help Volunteers of 2020

Oscar Segura	Oscar Segura	Proofreading / Translator	Russia
Rodrigo Sanches Portilio	Rodrigo Sanches Portilio	Translator	Guatemala
Svetlana Stolyarova	Светлана Столярова	Translator	Russia
Veronika Zhuravleva	Вероника Журавлёва	Translator	Russia
Eileen Maiocco	Eileen Maiocco	Proofreading	USA
Faina Kotova	Фаина Котова	Proofreading / Translator	USA
Jason Branton	Jason Branton	Proofreading	USA
Reilly Dooris	Reilly Dooris	Proofreading	USA
Elena Derevtsova	Елена Деревцова	Corrector	Russia
Irina Lvova	Ирина Львова	Corrector	Russia
Nadezhda Barkhromkina	Надежда Бахромкина	Corrector	Spain
Dmitry Slavutsky	Дмитрий Славутский	Designer Team Leader	Germany

Sophie Kravchenko	София Кравченко	Graphic Designer	Russia
Nikolay Mavrenkov	Николай Мавренков	Web Developer	Russia
Elena Andreeva	Елена Андреева	Video Editor	Russia
Ksenia Sukhareva	Ксения Сухарева	Video Editor	Russia
Ksenia Khovanskaya	Ксения Хованская	Video Editor	Russia
Leysan Nurieva	Лейсан Нуриева	Video Editor	Russia
Marina Klyuchko	Марина Ключко	Video Editor	Danmark
Maria Ezhova	Мария Ежова	Video Editor	Russia
Roman Ivanov	Роман Иванов	Video Editor	Vietnam
Elisa Rosamelia Garcia Ordoñez	Elisa Rosamelia Garcia Ordonez	Project Helper	Guatemala
Gloria Rizo	Gloria Rizo	Project Helper	Nicaragua
Rixzy Mabel Sevilla Centeno	Rixzy Mabel Sevilla Centeno	Project Helper	Nicaragua



## The Online Team: HR Department



**Alexandra Litkens**

HR Director

"I'm in charge of the Human Resources department. I search for volunteers, conduct interviews, work on the brand and strategy of Health & Help and build effective business processes in team management. I am also responsible for identifying medium-term strategic goals together with the project directors."



**Maria Kun**

Recruiter and Volunteer Co-ordinator



**Daria Zubova**

Recruiter

**414** applications

were reviewed by our recruiters in 2020

**138** interviews were conducted

in Russian, English and Spanish

**42** candidates were selected following a multistage evaluation

Once a candidate is accepted on the project, recruiters continue to coordinate the volunteer throughout the preparation period. They are consulted on vaccinations, ticket options, Spanish learning.

**600** hours of classes

were taught by our tutors:

Tatyana Malkova  
Viktoria Timokhovskaya  
Tatyana Rusakova

to 11 volunteers



**Tatyana Malkova**

Tutor and Founder of our Spanish School

## School of Spanish

Despite many volunteers not being able to travel to the clinics due to border closures, many of them did not sit around. They used this time to learn and perfect their Spanish with our tutors.

"In 2020, with the help of native speakers from Guatemala and Nicaragua, we have substantially updated the content of lessons based on the Spanish variants of these countries. Together with designers, we developed the covers and branding of Spanish textbooks for medics and clinic administrators. We re-recorded all audio lessons for Nicaragua and updated some recordings for Guatemala.

Thanks to videographer Mikhail Markov, we now have high-quality video lessons that have become part of the core Spanish course. We developed exam models for medics and clinic administrators, and improved the student knowledge control system."



## Supporting the Development of our Team

Part of our mission is to improve through helping others. One way we achieve this goal is by encouraging our team to constantly grow professionally and personally. This is a key aspect of our work, and while it is far from finished, we have made significant strides in this area during the past year.

- We have launched and continued regular online calls (weekly and monthly) with some of our teams, such as recruiting, PR, and fundraising, to discuss current issues, draw conclusions from past work, and plan ahead.
- We have instituted regular individual meetings with supervisors and team leaders to gain valuable feedback. These meetings reassure us that we are moving in the right direction, or let us know to quickly change our course if not.
- We organized and facilitated our first meeting for the online volunteer team, where the project's leaders spoke about the results of our work this year and current updates.



## Our Values

### Humanism

A sensitive and caring approach to patients and other members of the project, as well as a friendly attitude of helping one another in difficult situations.

### Responsibility

Staying organized, following through on promises and staying true to your word.

### Initiative

A willingness to improve the quality of our work through effort and dedication.

### Courage

We do not work in easy conditions. We are deliberate in taking risks.

### Creativity

Finding a solution to insurmountable problems and making the impossible possible.

### Flexibility

Feeling confident in new situations with new people and unusual working conditions, cooperating with all team members and locals, mediating and preventing conflicts, and respecting opinions that are different from your own.

### A healthy dose of humor

when communicating with each other.





## The Online Team: Public Relations



**Evgeniya Dolina**

Copywriting  
Team Leader

"If we don't talk about charity, nobody's going to know about it, which means that there won't be anyone to help us. If we don't make it interesting, people won't understand why they need to participate. That's why we use social media to share real stories about real people, useful posts, and interesting stories. The better we do it, the more people will react to our posts, and the more they will donate. And this means more opportunities for us to help people."

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## Work Processes

In 2020, we established the PR department and split its work into different categories: social media management, copywriting, translation, design, photo and video, IT, newsletters, communication with media platforms, and event organization. Each category has its own leader and executive team.

## Experience Exchange with Other NGOs

We held an online Q&A meeting together with a charity from St Petersburg, Nochlezhka (Russian for 'homeless shelter'), regarding newsletters and charity event organization.



## Events

### ● World Charity Day

**\$1 343**

Raised as part of an on-line challenge together with Sportmaster (a Russian sports retailer) and social media influencers.

### ● New Year's Event Secret Santa

**\$3 360**

Raised to help the needs of our patients and clinics.

### ● We held a screening of Robin Chicas



Laurel Wreath  
Award Winner  
2018

A documentary by director Denis Slepov about the roots of the Health & Help project that was shown in Moscow and Ufa.

### ● World Summit of Nobel Peace Laureates



Our leaders gave a talk on building and maintaining volunteer motivation within a charity project.

we have also

### • made a new website [he-he.org](http://he-he.org)

where you can become a donor or apply to volunteer with us.

### • created designs for our merchandise

### • filmed and edited

two videos about our clinics, patients and volunteers

### • launched our newsletter

# Project Expenses for 2020

Amount  
in US dollars

Medication, consumables, procurement of medical equipment	82 644
Clinic maintenance	21 080
Volunteer preparation and coordination	2 518
Administrative expenses	37 899
Construction expenses	7 970
Human Resources Department	7 000
Other expenses	492
Total project expenses	159 603
Labor costs of volunteers in clinics*	138 600
Labor costs of online volunteers*	64 657
Total project expenses including volunteer labor costs	362 860

\* Labor costs are calculated by multiplying the number of hours worked by volunteers by the average pay rate.



# Analytics and Strategy

“We are gathering detailed data about anything happening on the project. We then convert it into numbers, draw up plans and calculate key indicators based on the data. These indicators are used as a cornerstone to guide the entire team in their work. The process never stops because the circumstances are constantly changing. We must be prepared for any event, which is why we always have, for example, multiple budget variants.”



**Elena Zelenevskaya**

Project Development, Strategy, Finance and Analytics Director

In the last year, we have done a tremendous amount of work. We have updated the three-year strategic work plan for the organization, prescribed main goals for all areas of work, and prepared task lists to fulfil these goals together with our department directors.

In addition, we have established a system to gather analytics. It allows us to track changes with key indicators for the project and act in time to focus on areas that require attention. Moreover, we have developed and implemented a system of financial accounting and reporting that allows us to more effectively analyze the revenue and expenses for previous periods.



**Maria Koshkina**

Strategy Consultant



**Anastasia Sentyurova**

Financial Accounting Expert



## Project Revenue for 2020

Amount in  
US dollars

One-off donations up to \$100	17.16%	16 736
One-off donations over \$100	16.20%	15 806
Subscriptions	23.09%	22 516
Donations from major donors	29.35%	28 622
Donations from patients	7.04%	6 864
Grants	4.49%	4 377
Other revenue (bank interest, etc.)	2.67%	2 605
Total revenue		97 526

"I chose this project because I personally know the people who volunteered in Guatemala and Nicaragua, as well as the project founders. That is why I trust them. The transparency of the project speaks for itself, too. Plus, I'm proud of these people because they're doing something amazing on an international level at a young age.

When work and family life is going well, when donating is a choice, I don't view the donation as losing something important, but rather sharing something I have in abundance."



**Sergey Ievkov**

Founder of the Charity Hospital project and one of our donors

## Project Donors

Our project relies solely on donations from private individuals and organizations. Because we do not depend on any religious or political organizations, we especially value those who have been supporting our cause for many years.



**Igor Zhaborovsky**  
Founder and Head of the Info-Urok portal and the Info-Lager' project.



**Vyacheslav Kuznetsov**  
Director of NVP Bashinkom



**Sergey Mendelev**  
Lawyer, Founder of Garantex.io



**Jennifer Ridge**  
Founder of Comprehensive Dermatology Clinic

also:

- Daria Lvovski**
- Denis Bazyk**
- David Adams**
- Yevgeniy Paschanin**
- Klimentiy Bulygin**
- Lyaysan Ilamanova**



**Carlos Mejía**  
Director of ECA Guatemala



Everyone who subscribed to regular donations

# Our Friends

We would never be able to help people effectively without the help of our friends.



**Anastasia Khokholikova and her husband Alexander**

Russian ambassador to Nicaragua and concurrently to Honduras and El Salvador.



**Fulvia Bratti**

Owner of the Dai Nonni hotel in Guatemala City



**Peggy Stranges**

Founder and Director of the Esperanza non-profit clinic in Roatán, Honduras



**Indira Akhmedova**

Thank you for providing informational support, equipment and materials for our Guatemala clinic.

For three whole years, Fulvia has been allowing volunteers arriving late to stay at her hotel free of charge.

Peggy supplies several different classes of medication to our clinics on an ongoing basis.

Thank you for supporting and hosting volunteers in Managua.



**AmeriCares**

This foundation regularly supplies different types of medications for our clinic.



**Help Impact**

This foundation provides cash grants to our Guatemala clinic for medications for children and young people under 25.



**Sber Apteka**

Regularly provides discounts on medications.



**Brother's Brother Foundation**

This foundation regularly provides different types of medication and consumables for our clinics.



**Ekaterina Seltikova**

Human Resources and Grant Writing Coordinator

"As the health industry has been experiencing a crisis due to the pandemic, we have decided to focus on grant research and grant writing which will help us make the organization's work more sustainable. In turn, this will allow us to provide guaranteed help to our patients in due time, and plan future budgets with greater confidence.

We have analyzed over 200 foundations and organizations, of which we have selected several dozen that have held the best opportunities. We have contacted them regarding cooperation and applied for multiple grants. We have also been busy working on the Help Impact grant that allows us to purchase medications for children and young people up to 24 years old. In addition to searching and grant writing, the team has also worked with foundations and other non-profit organizations to improve the lives of our patients."



## Plans for 2021

### 1 Improve our medical programs in Guatemala

Due to the pandemic, we have had to rebuild the logistics of the clinic from the ground up. We have transitioned to buying almost 100% of our medications and consumables from domestic sources. At a certain point, we were quarantined for three weeks, however apart from that instance, we never stopped seeing patients. Despite this, our medical and educational programs came to a standstill. It happened as a result of several factors: universal quarantine and a ban on gatherings (for lectures), the inability to enter the country, and a shortage of materials.

Nevertheless, we strive to continue all of our medical and educational programs. It is crucial because it allows us to help prevent diseases rather than simply treating them. We equally value our ability to provide quality one-time medical assistance as well as engage in long-term projects that lead to fewer illnesses.

### 2 Launch and stabilize our Nicaragua clinic

The clinic is fully equipped and ready to accommodate new volunteers. In 2021, we plan to kickstart and establish all the necessary processes for it to be fully operational once more.

### 3 Optimize the supply of medications

We are implementing more accurate systems of procurement recording and planning to more efficiently supply our clinics with medications.

### 4 Reorganize the clinic administration system on location

Yet another lesson the pandemic has taught us is that it is extremely difficult to manage clinics under closed borders. In 2021, we plan to make the management system more flexible. To achieve that, we have introduced the position of Project Manager. This person will stay in-country permanently to manage day-to-day activities in each clinic. In addition to this, we are optimizing our logistical processes to be able to procure medications and consumables from different sources to better weather unforeseen circumstances and accidents. In order to more effectively analyze the ongoing work at the clinics, we are introducing a new system of gathering statistics and analytics.

### 5 Reorganize the volunteer onboarding process

We plan to devote more attention to attracting volunteers from Guatemala, Nicaragua, and neighboring countries which will allow the clinics to continue operating even under closed borders.

### 6 Improve the efficiency of our online team

It is often difficult to maintain efficiency and stay on the same page with other team members when working remotely. To address this, we are working to reach a higher level of synchronization between all departments where our staff are collaborating from different cities and countries.





## Health & Help in 2020 is...

**2** non-profit clinics  
in locations with  
limited resources

**3 234** patients  
helped

**5** employees

 **550** kilograms of  
humanitarian  
supplies and  
aid

**26** volunteers  
onsite at  
the clinics

 **230** people  
recurring monthly donors

**73** online  
volunteers

 **19** business  
partners  
providing support through  
in-kind donations and finances

Every day we help people in places where it is either difficult or impossible to receive basic medical care. We can only achieve this with your help! You can become part of the Health & Help project by visiting our website and donating personally or partnering with us through your company.

[he-he.org](https://he-he.org)





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